

As you know, the project is a Planned Development. Signage for Planned Developments is approved as a special approval from the UDC, and is then recorded with the zoning approval. There are no specific requirements for PD signage packages, they have typically been left to the UDC to review and approve, however, the UDC has generally done a good job (with staff assistance) of approving packages in general consistency with what the sign code would otherwise allow.

This urban core mixed-use project includes two levels of commercial/retail/office space with several levels of residential above, and structured parking. The development also includes the administrative offices for the Madison Fire department, on the Dayton Street side. There are not a lot of comparable projects in the City. Two that come to mind are U-Square and Constellation projects, both PD's with a very specific sign packages.

On to the Ovation Sign package: [Here](#) is a link to the submitted sign package for the development.

Here are the staff comments relative to the package and associated code regulations and City approval practice for similar signage:

**1. First floor entrance/canopy sign, building identification name/letters on W. Johnson Street (sign type "A")**

The main entrance sign, located over a partially enclosed canopy on the Johnson Street entrance. The sign most closely is similar to a above-canopy sign, which is allowed in lieu of a wall sign, and is limited to a series of individual letters not to exceed 2 feet in height and a logo element, which may exceed two feet in height but cannot exceed four square feet. With this sign, the letters meet the 2 foot height limit, but the logo is about 68 sq. ft. in size, significantly larger than otherwise allowed in the sign code.

**2. Projecting branding/marketing/lifestyle signs, W. Johnson Street (sign type "C")**

There are two of these signs, generally used to brand or otherwise market the development. The sign code would allow one projecting sign for a business, but not generally any projecting sign for a residential development. The size and projection of the signs meets the sign code allowances. These signs appear to serve little purpose beyond branding for the development, and add to sign clutter when considered in addition to the requested projecting signs for the 2<sup>nd</sup> floor tenants (sign types "F", "G", "H") and the parking entrance projecting sign (sign type "D"). There are no other development in the City that appear to have these types of signs allowed.

**3. Projecting sign, parking lot entrance at W. Johnson Street (sign type "D")**

This is a parking lot entrance sign. This is similar to sign type "C" above, would be classified as an additional projecting sign. This sign is in addition to the parking lot entrance sign type "R" which makes this sign somewhat redundant. This appears somewhat oversized and unnecessary, however, visitors to the site may miss the parking entrance if there was no sign or signal for the a parking entrance. If a projecting sign denoting the parking entrance is found to be necessary, a much smaller sign is recommended, probably less than 6 sq. ft. in size, with just a parking identification message (no branding).

**4. Parking entrance Non-lit "headache" bar at parking lot entrance at W. Johnson Street (sign type "E")**

Typical parking entrance sign, designed to flow traffic and warn of the head height. No further comment.

**5. Projecting commercial tenant signs, W. Johnson Street (sign types “F”, “G”, “H”)**

There are three of these signs, generally used to identify 2<sup>nd</sup> level commercial space tenants in the development. The sign code would allow one projecting sign for a business/commercial occupancy, but not generally any projecting sign for a residential development. The size and projection of the signs meets the sign code allowances. Other similar developments have provided less numbers of projecting signs of this type (two), while allowing for multiple tenants on each projecting sign.

**6. First floor retail/commercial tenant signage (sign types “I” through “Q”).** The first-level retail signs are designed be placed as individual letter on a raceway, crossing architectural detail, with one sign allowed per tenant per street frontage. Rules regarding letter and logo size have not been provided and should be established, to clarify what is permissible. By comparison, similar projects allow letter size not to exceed 12” - 24” or logos not to exceed 36” - 48” (TBD). Detail of the scale of these elevations has not been provided, to determine what size is the appropriate fit.

**7. Address numerals.**

No objection.

**8. Other sign types, including temporary commercial and residential real estate, window signs, etc.**

No commenting in sign package. Will otherwise be required to meet MGO31 for these sign types.

**Other comments:**

- Sign type “B” has not been included for detail, but is likely an above- canopy sign for the W. Dayton Street side of the development. Language should be added to allow this sign, consistent with above-canopy signage regulations.
- Signage regulations for *City of Madison Fire Department* tenant space have not been included.

**Staff summary comments for UDC to review:**

- Main entry canopy-style sign size,
- Projecting signs:
  - Projecting branding/marketing/lifestyle signs, there does not appear to be another development in the City with this type of sign,
  - Multiple projecting signs, some appear unnecessary, consolidation and multi-tenant panels on signs recommended,
  - Parking entrance projecting sign size and necessity,
- First floor commercial sign and logo size detail not provided, needs to be established,
- Sign detail missing for W. Dayton Street side of building/development.

I will be at the meeting to answer any questions that may come up.